

## ABSTRACT

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**The Influence of Marketing Mix (Product, Price, Promotion and Place) on Teenagers Intention to Buy Mobile Phone. (Muhammad Nisfiannoor, M.Si.,Psi). Undergraduate Program of Psychology in Tarumanagara University( 72 page, P1- P3, L1- L46).**

The aim of this research is to find out the significant influence of marketing mix (Product, Price, Promotion, and Place) on teenagers intention to buy mobile phone. The others aim is to find out most affected elements of marketing mix such as product, price, promotion, and place on teenagers intention to buy mobile phone. Marketing mix is a marketing tools used by companies to do marketing and achieve goals. The intention to buy is a consumer's plan to buy a product. The research was conducted in april through june. The participants of this research consists of 365 teenagers in the age range is 11-20 years and live in Rengas dengklok. The participants of research were taken by non-probability technique, especially convenience sampling by spend the questionnaires. The processing technique use multiple regression test with SPSS program 16.00 for windows. The result of this research shows that  $F(365) = 17,237$ ,  $p < 0,05$ . This shows the significant influence of marketing mix (Product, Price, Promotion, and Place) on teenagers intention to buy mobile phone. Furthermore, the result of this research also shows  $\beta(365)$  of promotion = 0,203 higher compared to  $\beta(365)$  of product, price, and place, which means the promotion is the most affected elements of marketing mix on teenagers intention to buy mobile phone.

*Keywords: marketing mix, intention to buy, teenagers.*